

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1 1. (currently amended) A method of attaching a hologram film to printed
2 matter, comprising:
3 printing a pattern on a substrate with UV curable ink;
4 placing a holographic film over said pattern; and
5 curing said UV curable ink with UV light;
6 wherein said curing causes said holographic film to stick to said pattern without
7 the need for an adhesive layer.

1 2. (original) The method of claim 1 wherein the UV curable ink has
2 fluorescent properties.

1 3. (original) The method of claim 1 wherein the UV curable ink has photo
2 chromic properties.

1 4. (original) The method of claim 1 wherein the UV curable ink has thermo
2 chromic properties.

1 5. (original) The method of claim 1 wherein the UV curable ink has bi-
2 chromic properties.

1 6. (original) The method of claim 1 wherein the UV curable ink is a scratch-
2 off ink.

1 7 - 13. (canceled)

1 14. (currently amended) A security label comprising:
2 a substrate;
3 a pattern of UV cured ink on said substrate; and
4 a holographic film over said pattern, adhering to the cured ink of said pattern
5 without the need for an adhesive layer.

1 15. (original) The security label of claim 14 wherein said UV cured ink has
2 fluorescent properties.

1 16. (original) The security label of claim 14 wherein said UV cured ink has
2 photo chromic properties.

1 17. (original) The security label of claim 14 wherein said UV cured ink has
2 thermo chromic properties.

1 18. (original) The security label of claim 14 wherein said UV cured ink has bi-
2 chromic properties.

1 19. (original) The security label of claim 14 wherein said UV cured ink has
2 low adhesion properties.

1 20 - 24. (canceled)

1 25. (new) The method of claim 1 further comprising:
2 peeling off the portion of the holographic film not in contact with the UV curable
3 ink.

1 26. (new) The security label of claim 14 wherein said hologram film is only
2 adhered to said cured ink, other portions of said hologram film having been peeled away.